

**IMPLEMENTATION MARKETING BUSINESS PLAN FOR ELECTRIC
VEHICLE CHARGING STATION (EV-STATION) IN INDONESIA****Hendy Radja Willyanto¹, Muhammad Dhafi Iskandar²**¹⁻²Fakultas Ekonomi dan Bisnis, Universitas Esa Unggul, Indonesia

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Abstract

The rapid growth in the use of electric vehicles (EVs) requires adequate infrastructure, including electric vehicle charging stations (SPKLU). To promote the adoption of electric vehicles and increase the use of SPKLU, careful marketing planning is needed by taking into account the elements of marketing mix (product, price, place, and promotion) as well as segmentation, targeting, and positioning (STP) practices. This study aims to develop a comprehensive marketing plan for SPKLU by integrating elements of marketing mix and STP approach. This research also seeks to understand how to identify the most relevant target segments, determine SPKLU's position in the market, and design marketing messages that suit those segments. The results of the study present an in-depth understanding of the preferences and needs of the target segment, as well as the factors influencing the decision to use SPKLU. These findings are used to formulate a marketing mix strategy that includes competitive pricing, strategic SPKLU location, promotion through various channels, and development of services that meet customer needs. The results of the study present an in-depth understanding of the preferences and needs of target segments, as well as factors that influence the decision to use SPKLU. These findings are used to formulate a marketing mix strategy that includes competitive pricing, strategic SPKLU locations, promotion through various channels, and service development that meets customer needs.

Keywords: Marketing Mix and Segmenting, Targeting, and Positioning (STP).**INTRODUCTION**

Electric Vehicle (EV) development trends from 2011 to 2019 show a significant increase, reflecting the transition towards more sustainable mobility. In 2015, the number of EVs in circulation reached 102 units, and in the following four years, this figure jumped to 520 units in 2019. Meanwhile, estimates of electrical power requirements for EV consumption show rapid growth.

In 2021, the estimated need for electrical power to charge vehicle batteries will reach a peak of 4,743 Giga Watt Hours (GWh). The following year, this figure increased drastically to 11,873 GWh, and projections for 2024 indicate that electrical power requirements could reach 38,491 GWh. This phenomenon creates new challenges in providing adequate infrastructure to support this growth.

One important aspect in supporting vehicle conversion from Internal Combustion Engine (ICE) to Battery Electric Vehicle (BEV) is the availability of charging infrastructure. Data comparing supply & demand for charging stations until June 2022 shows a significant imbalance. With a total demand of 917 units, there are only 164 charging stations operating. This indicates a shortage of 753 units, which is equivalent to 82 percent of the total requirement.

This condition demands the acceleration of the construction of Public Electric Charging Stations (SPLU) and Public Electric Vehicle Charging Stations (SPKLUU). In response to this need, the "eV-Station" concept emerged as an innovative solution. eV-Station not only provides electric vehicle battery charging services, but is also equipped with a comfortable waiting room and facilities for customers.

By incorporating the concept of co-working space and coffee shop tenants, eV-Station provides a more enjoyable experience for EV users. This is especially important considering that most traditional public fuel filling stations (SPBU) currently do not provide waiting rooms or adequate facilities.

With the eV-Station, it is hoped that it can overcome these obstacles and increase comfort and efficiency for electric vehicle owners. In addition, the co-working space facilities at eV-Station can support the mobility and productivity of customers who use it, allowing them to stay connected and work without sacrificing their valuable time.

The aim of this research is to analyze and evaluate the impact of Electric Vehicle (EV) development trends from 2011 to 2019 on the need for electric power and charging infrastructure in Indonesia, as well as to design an innovative solution in the form of the "eV-Station" concept to meet these challenges.

MATERIALS AND METHODS

1. Marketing Strategy

Marketing strategy is a marketing logic where companies hope to create value for customers and can achieve profitable relationships with customers (Silvia et al., 2020); (Nurhayaty, 2022); (Anindira & Imran, 2021); (Untari et al., 2018). While according to Kurtz (2008: 42) marketing strategy is the entire company's program in determining the target market and satisfying consumers by building a combination of elements of the marketing mix, product, distribution, and price (Yusup & Ramdani, 2022); (Nurhadi, 2019); (Manggu & Beni, 2021).

2. SWOT

analysis to obtain useful or effective strategies that are applied according to the market and public conditions at that time, opportunities and threats are used to determine the external or external environment then strengths and weaknesses obtained through analysis within the company or internally (Galavan & Horgan, 2014).

3. Canvas Model

The Lean Business Canvas Model is a one-page business plan method created by Ash Maurya, adapted from the Business Model Canvas by Alexander Osterwalder. Maurya & Mishra, (Maurya & Mishra, 2012) states that the Lean Canvas helps deconstruct a business model into nine different sub-sections which are then systematically tested in order of highest to lowest risk and are a business model validation tool.

Segmenting, Targeting, Positioning

a. Segmenting

segmentation is the process of dividing the overall market of a product or service into several segments that have similarities in terms of interests, purchasing power, geography, purchasing behavior and lifestyle (Rahmawati & Aulawi, 2020); (Nopianto & Paningrum, 2014). Segmentation is the process of dividing the overall market of a product or service into several segments that have similarities in terms of interests, purchasing power, geography, purchasing behavior and lifestyle (Ubaidillah, 2019).

b. Targeting

Targeting is evaluating various segments to decide which segment is the target market. A series of marketing programs carried out must be in accordance with the characteristics of the target market to be addressed.

c. Positioning

Positioning is how a product is in the eyes of consumers that distinguishes it from competitors' products. With efforts to identify, develop, and communicate distinctive advantages and competitive advantages

d. Marketing Mix (B2c)

B2C is the process of selling products and services directly from businesses to consumers who are end users. There is no intermediary between the company and the customer. The company distributes its products or services directly to customers.

e. Sales

Philip Kotler describes sales as the process of persuading customers to buy a company's product or service. In the strictest sense, sales can be considered part of a promotion

f. Revenue Stream Projection

Revenue stream is a term used to describe revenue streams, having a very broad meaning. Especially for funds used related to business by a company, these funds are

used to develop the company's business. Revenue streams come from various sources which are then channeled to the business

RESULTS AND DISCUSSION

Based on the description of marketing planning in the material and methods above, the following are the results of marketing planning discussions

a. Marketing Strategy


Marketing Strategy is a fundamental tool in achieving the goals of a company in developing advantages in competing to win market segmentation. Changes in digital needs due to COVID-19 provide space in creating new patterns of life in society by utilizing more information and communication technology. eV-Station utilizes digital marketing technology as a marketing strategy for SPKLUU businesses that have attractive facilities. Digital marketing marketing activities include branding that uses various media. eV-Station's digital marketing strategy includes blogs, websites, e-mail, adwords, advertising services and various kinds of social media networks, especially over the top (OTT) media services such as tiktok, netflix, video, youtube and others.

In addition to online strategies, we realize that offline strategies also cannot be abandoned, especially with our participation later in seminars or exhibitions held for MSME players and also direct marketing to electric vehicle communities, special events and special promos for membership that will be expected to attract consumers and eV-Station also offers cooperation for investment with attractive profits / returns for investors eV-Station

b. SWOT


SWOT Matrix is an important matching tool that can help managers to develop 4 types of strategies; SO strategies (Strengths - Opportunities), WO strategies (Weaknesses - Opportunities), ST strategies (Strengths - Threats) and WT strategies (Weaknesses - Threats) (Mahfud, 2019). Figure 4.3 below shows the development of the eV-Station strategy.

Implementation Marketing Business Plan for Electric Vehicle Charging Station (EV-Station) in Indonesia



		Strength	Weakness
	1	Lokasi strategis	SDM baru dan terus menerus beradaptasi
	2	Memiliki fasilitas Coffee shop dan co working space	Pemain baru dengan merek dagang baru di industri SPKLU
	3	Desain interior menarik dengan tampilan aquascape	Modal awal masih membutuhkan investor
	4	eV-Station melakukan riset dan pengembangan pelayanan secara terus menerus	
	5	Kecepatan internet dan perangkat pendukung lain dalam co working space	
	6	Strategi pemasaran yang baik	
	7	Terstruktur dan berbadan hukum	
	8	Integrasi Layanan	
	9	Safety Ekspert yang terus menerus dikembangkan keahliannya	
		SO Strategies	WO Strategies
1	Regulasi yang mendukung	Membangun sarana prasarana SPKLU, Coworking space disertai dengan design interior yang menarik (S1,S2,S3,S5,O1,O2,O3,O4,O5,O6,O7,O8,O9,O10)	Melakukan branding promosi secara offline & online (W3,O1,O2,O3,O4,O5,O6,O7,O8,O9)
2	Ijin usaha yang mudah	Melakukan promosi online dan offline (S1,S2,S3,S4,S5,S6,S8,O3,O4,O5,O6,O7,O8,O9)	Membuka peluang kemitraan bisnis ev-station (W3,O1,O2,O3,O4,O10)
3	Daya beli masyarakat yang tinggi	Melakukan penambahan jumlah charging equipment (S4,S6,S8,O3,O4,O5,O6,O7,O8,O9)	
4	Peningkatan jumlah mobil listrik meningkatkan	Menjalin kemitraan dengan tenant Coffee Shop dan komunitas kendaraan listrik (S1,S2,S3,S5,S6,S8,O3,O4,O5,O6,O7,O8,O9)	
5	Kesadaran masyarakat terhadap energi terbarukan	Melakukan sertifikasi dan standarisasi perlengkapan dan personal safety expert (S4,S7,S9,O1,O10)	
6	Membeli mobil listrik meningkatkan gaya hidup		
7	Minat masyarakat terhadap mobil listrik semakin meningkat		
8	GHG (Green House Gas) rendah		
9	Energi baru terbarukan (EBT)		
10	Kepastian hukum usaha penyedia tenaga listrik		

Images of 1.SO-WO Strategy eV-Station



		Strength	Weakness
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	5	Kecepatan internet dan perangkat pendukung lain dalam co working space	
	6	Strategi pemasaran yang baik	
	7	Terstruktur dan berbadan hukum	
	8	Integrasi Layanan	
	9	Safety Ekspert yang terus menerus dikembangkan keahliannya	
		ST Strategies	WT Strategies
1	Kemudahan pendirian SPKLU karena didorong oleh pemerintah melalui regulasi sehingga meningkatkan persaingan (Politik)	Mempromosikan fasilitas coffee shop, co working space dan layanan yang menarik secara offline & online (S2,S3,S5,S6,S8,S9T1,T2,T3)	Melakukan seleksi dan rekrutment pegawai untuk memenuhi kebutuhan SDM perusahaan (W1,W2,T4)
2	Pertumbuhan SPKLU (peningkatan persaingan) (Politik)	Melakukan edukasi bahayanya polusi udara terhadap masyarakat dalam setiap strategi pemasaran yang dibuat (S6,T3)	Menjalin kerjasama dengan influencer untuk promosi ev-station (W4,T3)
3	Kesadaran masyarakat akan polusi udara masih sangat rendah (Sosial)	Melakukan Product development (kecepatan charging, ketersediaan berbagai macam tipe konektor, penambahan fasilitas dan fasilitas swab battery system) (S4,S6,S8,T2,T3,T4)	IPO pada tahun ke 10 (W4,T1,T2)
4	Standarisasi alat alat dan teknologi SPKLU yang sangat banyak (Teknologi)	Melakukan kerjasama kontrak eksklusif dengan pihak pengembang kawasan ternama (S1,S4,S6,S8,T1,T2,T3)	
		Membuat program pelatihan peningkatan standar safety (S4,S7,S9,O1,T4)	

Figure 2. ST-WT Strategy eV-Station

c. Lean Canvas

Lean Canvas

<p>Key Partnerships </p> <ul style="list-style-type: none"> - PLN (penyedia Listrik) - Tenant coffe shop - Provider Internet - Pengembang Kawasan - Komunitas kendaraan listrik - Bank 	<p>Solution <i>(Top 3 Features)</i> </p> <ol style="list-style-type: none"> 1. Menyediakan tempat pengisian kendaraan listrik (SPKLU) untuk mobil dengan fasilitas pengisian baterai fast charging / ultrafast charging dan menyediakan type type connector yang lengkap 2. Menyediakan SPKLU dengan ruang tunggu yang memiliki fasilitas lengkap dan nyaman, dengan menyewakan space kepada tenant kopi ternama & Co working space. 3. Menyediakan fasilitas robotic car wash 	<p>Unique Value Proposition </p> <p>eV-Station yang di lengkapi dengan ruang tunggu yang nyaman ,Internet Service Provider (ISP) yang cepat dan stabil, Co Working Space dengan interior aquascape yang indah, Robotic Car Wash, Kursi Pijat electric, Tenant Coffee Shop, pengisian nitrogen dan gallery ATM</p>	<p>Unfair Advantage </p> <ol style="list-style-type: none"> 1. Lokasi (kontrak eksklusif dengan pengembang Kawasan) 2. Integrasi Layanan (Paket PAPI dan PEWE) 3. Safety Expert SDM <p>Channels </p> <ul style="list-style-type: none"> - Online : Website, Media Sosial, Jasa Iklan - Offline : Partnership Komunitas, Event Rutin, Member 	<p>Customer Segment </p> <ul style="list-style-type: none"> - Pemilik kendaraan listrik - Freelancer / start up yang membutuhkan co working space untuk bekerja - Pecinta kopi
<p>Cost Structure </p> <ul style="list-style-type: none"> - Direct Cost (listrik) - Operational Cost (Gaji Karyawan, Utilitas, Fasilitas, Perawatan Tempat dll) - Marketing - Sewa tempat 		<p>Revenue Streams </p> <ul style="list-style-type: none"> - Pengisian baterai - Penyewaan Reguler & Private co working space - Auto Car wash - Penyewaan event space outdoor - Penyewaan tenant coffee shop - ATM 		

Figure 3. Lean Canvas Model eV-Station

d. Problem

The problem identified by eV-Station is that currently there are limited places for fast electric vehicle battery charging, have a complete choice of connectors and have waiting rooms, public facilities such as toilets, comfortable prayer rooms, and co-working spaces for business activities

e. Customer Segments

The eV-Station customer segment is electric vehicle owners, electric car communities, freelancers or strat ups who need a co-working space for work and coffee lovers.

f. Unique Value Proposition

eV-Station is equipped with a comfortable waiting room, Co Working Space with beautiful aquascape interior, Robotic Car Wash, electric Massage Chair, Coffee Shop Tenant, Nitrogen filling and ATM gallery.

g. Solution

Providing a car electric vehicle charging station (SPKLU) with fast charging / ultrafast charging battery facilities and providing a complete type type connector.

Providing charging stations with waiting rooms that have complete and comfortable facilities, by renting space to well-known coffee tenants. Providing a comfortable Co Working Space and providing robotic car wash facilities

h. Channels

Online: Website, Social Media, Advertising Services.

Offline: Community Partnerships, Regular Events, Members.

i. Revenue Streams

eV-Station revenue streams come from battery charging services, coffee shop tenant rentals, co-working space rentals, private coworking space rentals, event tickets and outdoor and indoor event space tenants, ATM machines and Robotic Car Wash

STP

1. Market Segmentation

a. Geographic

eV-Station focuses on marketing where as a starting foothold it will start in the city of Bekasi. In line with the long-term goals and objectives that have been set, Ev-Station will also expand marketing to gain a larger market reach in West Java

b. Psychographics

eV-Station focuses its marketing on the upper middle economic status segment, *Gen X, Y & Z* with an age range of 20 – 55 years

c. Targeting

After carrying out a market segmentation strategy, ev-Station will then choose and set marketing targets which are in accordance with the *customer segment* on the *Lean Canvas Model* eV-Station is electric vehicle owners, freelancers or start-ups who need co-working space to work and coffee lovers. In accordance with the target and target market, Ev-Station is not only in the Bekasi area, but will expand in the West Java area as an area that has the potential to meet consumer needs in electric vehicle charging services

d. Positioning

In positioning, eV-Station places service positions according to sources of excellence that competitors do not have (*sustainable unfair advantage*). Therefore, referring to the strategy taken from the *Lean canvas model*, eV-Station is positioned as a service that has location advantages, service integration and safety experts supported by complete facilities. In this marketing strategy, of course, it cannot be separated from the determination of the *Quantitative Strategic Planning Matrix* (QSPM) contained in chapter 4 as the main strategy determination

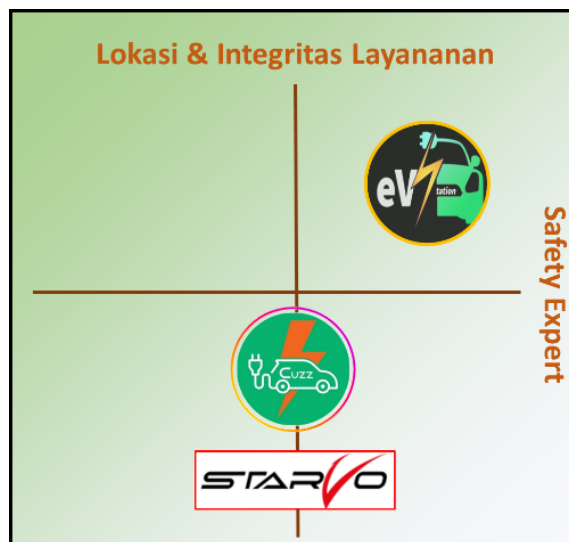


Figure 4. Positioning eV-Station

Marketing Mix (B2c)

Marketing mix carried out by eV-Station as a business that makes the target market business to consumer (B2C), As a service industry company Ev-station will carry out marketing strategies through the concept of business to customer (B2C) to use the 7P concept including Product, Price, Place, Promotion, People, Process, Physical Evidence

1. Product

Some of the products and services we provide include fast charging technology, the waiting room design provided by eV-Station is made to meet customer comfort. One of them is the provision of a beautiful aquascape gallery, the provision of fast and stable internet and the availability of branded coffee tenants, Robotic Car Wash facilities, ATM gallery facilities & convenience at the time of payment supported by digital payment. In addition, eV-Station also provides co-working space facilities. This facility is intended for customers who do not want to lose even a second of time to carry out business activities. Waiting for the battery to be fully charged while still feeling happy and comfortable and being able to carry out all activities

2. Price

Price is one of the factors in the success of the Ev-Station business. Electrical energy for charging stations is supplied by PT PLN as a single supplier with prices following the tariffs set by the government (around 2,475 / KWH)

Table 1. eV-Station Pricing

No	Items	Price	Remarks
1	Ev Charging		
	Std (6-12 jam)	2,475	- Qty Dispencer 4 - Asumsi isi 50 Kwh (Full 60 Kwh)
	Medium (3-4 jam)	2,475	
	Fast (1/2 jam)	2,970	
2	Sewa Coworking space reguler	15,000	Sewa / Jam
	Sewa Private Coworking space	25,000	Sewa / Jam
3	cuci robot	50,000	Harga 1 unit per kedatangan

Source: writing team (2023)

3. Place

In determining the business location, eV-Station will choose a strategic location, especially in the area around Bekasi, West Java. The choice of location is in line with the selection of VRIO where Ev-Station will collaborate with well-known developers such as Sumarrecon Bekasi. Here are some other considerations of eV-Station for site selection:

1. The location is very easily visible will make the place of business quickly known by the public.
2. In choosing a business location, it is very important to consider the access path traversed. By choosing a location that many people pass by and easily will open up opportunities for more SPKLUU visitors who come.
3. Opening a charging station close to consumers will make it easier for visitors to the location. In addition to saving time and energy, usually a location close to consumers will be the first choice.

eV-Station contracts exclusively with well-known regional developers so that in the area only eV-Station as an electric vehicle battery charging facility.

4. Promotion

Digital marketing marketing activities include branding that uses various media. eV-Station's digital marketing strategy includes the implementation of Search Engine Marketing (SEM) consisting of SEO & PPC, corporate websites, e-mail marketing, adwords, advertising services and various kinds of social media networks, especially media services such as Instagram, facebook, tiktok, youtube, linkedin and others.

5. Browse

eV-Station also forms human resources within the company. In addition, the technical Ev-Station is also equipped with a Certificate of Competency for Electrical Engineering Personnel For more details about our human resources.

6. Process

The process here includes how the eV-Station SPKLUU serves the requests of each consumer, starting from the consumer ordering (order). Here is the process of the Ev-Station transaction flow:

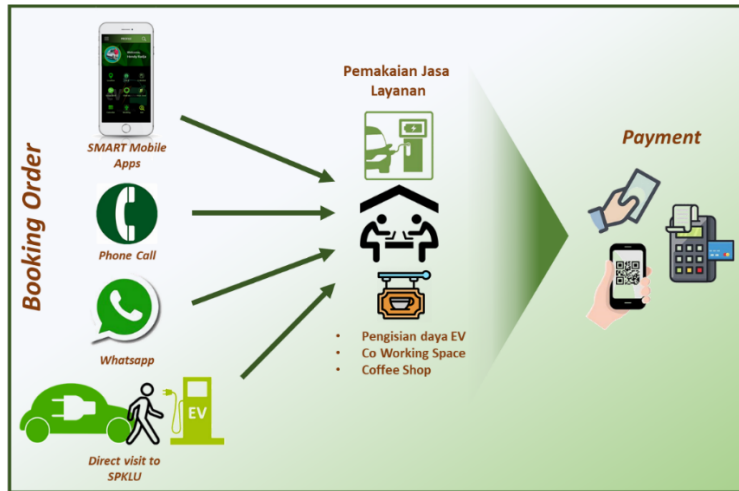


Figure 5. Process

7. Physical Evidance

The building must be able to create a pleasant atmosphere, so as to provide experience to visitors and can provide added value:



Figure 6. eV-Station Layout

Sales

To realize all planned marketing activities, here are the details for the sales budget of SPKLUU eV-Station:

Table 2. Sales Budget

Items	Sales Budget				
	Tahun-1	Tahun-2	Tahun-3	Tahun-4	Tahun-5
Website	3,500,000	500,000	500,000	500,000	500,000
Paket Business Dev	2,000,000	500,000	500,000	500,000	500,000
UI/UX Themes Design	1,500,000	-	-	-	-
Digital Advertising	58,700,000	525,000	530,250	535,553	540,908
Paket SEM (Search Engine Marketing) & Digital ads	54,000,000	-	-	-	-
Email Marketing	4,200,000	-	-	-	-
Social Media	500,000	525,000	530,250	535,553	540,908
Event & Gathering	3,000,000	48,300,000	53,130,000	58,443,000	64,287,300
Event	-	30,000,000	33,000,000	36,300,000	39,930,000
Hadiah & Souvenir	-	15,000,000	16,500,000	18,150,000	19,965,000
Flyer, Brosur & Banner	3,000,000	3,300,000	3,630,000	3,993,000	4,392,300
Research & direct sales	-	-	-	-	30,000,000
Grand Total	65,200,000	49,325,000	54,160,250	59,478,553	65,328,208

Source: Author (2023)

Revenue Stream

The 1st to 5th year ev-station revenue stream scenarios and assumptions are assumed with the following table scenarios:

Table 3. Projected Number of Customers

Keterangan	Proyeksi Jumlah Customer				
	Tahun-1	Tahun-2	Tahun-3	Tahun-4	Tahun-5
eV Charging	31,680	34,848	37,858	38,993	42,344
Std (6-12 jam)	2,880	3,168	3,326	3,426	3,563
Medium (3-4 jam)	5,760	6,336	6,653	6,852	7,195
Fast (1/2 jam)	23,040	25,344	27,878	28,715	31,586
Reguler co-working space	9,720	10,692	13,329	17,250	18,975
Private co-working space	3,240	3,564	4,443	5,750	6,325
Robotic Car Wash	18,000	19,800	20,790	22,869	34,304

Source: Author (2023)

Table 4. Revenue Stream Projection

Revenue Generator	Year 1		Year 2		Year 3		Year 4		Year 5	
	Harga	Total Rev	Harga	Total Rev	Harga	Total Rev	Harga	Total Rev	Harga	Total Rev
eV Charging										
Std (6-12 jam)	2,475	-	2,475	-	2,475	106,920,000	2,475	213,840,000	2,475	320,760,000
Medium (3-4 jam)	2,475	106,920,000	2,475	213,840,000	2,475	320,760,000	2,475	427,680,000	2,475	534,600,000
Fast (1/2 jam)	2,970	2,566,080,000	2,970	3,079,296,000	2,970	3,592,512,000	2,970	4,105,728,000	2,970	4,618,944,000
Co Working Space										
Regular	15,000	1,555,200,000	16,500	1,814,400,000	18,150.0	2,073,600,000	19,965	2,332,800,000	21,962	2,592,000,000
Private	25,000	162,000,000	27,500	189,000,000	30,250.0	216,000,000	33,275	243,000,000	36,603	270,000,000
Auto Car Wash	50,000	648,000,000	50,000	756,000,000	55,000.0	864,000,000	55,000	972,000,000	60,000	1,080,000,000
Sewa Event Space Outdoor	2,000,000	48,000,000	2,100,000	72,000,000	2,205,000	96,000,000	2,315,250	120,000,000	2,431,013	144,000,000
Tenant Coffee	60,000,000	60,000,000	63,000,000	63,000,000	66,150,000	66,150,000	69,457,500	69,457,500	72,930,375	72,930,375
Sewa tenant Gallery ATM	20,000,000	80,000,000	21,000,000	84,000,000	22,050,000	88,200,000	23,152,500	92,610,000	24,310,125	97,240,500
Total Revenue		5,226,200,000		6,271,536,000		7,424,142,000		8,577,115,500		9,730,474,875

Source: Writing Team (2023)

1. In 1 day the number of arrivals to charge electricity is targeted at 42 units of cars (with the availability of 4 dispensers and assumed to charge 30 KWH, where the full load \pm 40 – 45 KWH).
2. Electrical energy for charging stations is supplied by PT PLN as a single supplier with prices following the tariffs set by the government (around 2,475 / KWH).
3. Coworking Space Rental Price is Rp. 15,000 / hour (regular) and Rp 25,000 (private). Where the total availability is 48 seats.
4. For the price of washing robots of IDR 50,000 / car. Where for the work until the end of the drying work \pm 10 minutes.
5. Indoor and outdoor event rentals are used for MSMEs and also *the eV Cars community*.
6. eV-Station also provides an ATM gallery at a cost of Rp 20 million (incl. VAT) with 4 bank availability slots, electricity availability and security.

CONCLUSION

This research has comprehensively discussed business planning for Electric Vehicle Charging Stations (SPKLU) with a focus on key aspects that include market analysis, marketing strategy, revenue model, and operational sustainability. Based on the findings from this study, it shows that the growth of electric vehicles continues to increase, creating great opportunities for the development of charging stations.

The segmentation strategy must be purposeful. Target customers should be clear. Thus, the company's human resources can work efficiently and effectively, it must also be able to take the right positioning to attract customers and minimize competition, In-depth market analysis is a key step in SPKLU business planning. The use of smart, value-focused

marketing strategies is key in increasing SPKLU awareness and adoption. Effective communication about the benefits of SPKLU, proper promotion, and strategic partnerships can help achieve marketing goals.

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